

June 23, 2014

OFFICE OF GENERAL COUNSEL

Federal Election Commission
Office of Complaints Examination and Legal Administration
Attn: Kim Collins, Paralegal
On behalf of Jeff S. Jordan, Assistant General Counsel
999 E Street, NW
Washington, DC 10436

RE: MUR# 6835

Dear Ms. Collins:

This letter is in response to Mr. Jordan's letter addressed to me dated June 9, 2014. I am the Treasurer on record for Lesli Gooch for Congress ID# C00558205.

On May 15, 2014, the Lesli Gooch for Congress campaign mailed an 8.5x11-inch flat two-sided piece of mail to a targeted list of registered voters in the 31st Congressional District in the State of California. This mail piece was part of an overall voter contact effort that included multiple forms of paid media, including other direct mail pieces.

The image of this particular mail piece that was included in the attachments as a part of the exhibit containing the original complaint from Mr. Paul Chabot appears to be incomplete. A printed copy of the mail piece referenced in Mr. Chabot's complaint is included as an attachment to this letter so the Commission has a complete and accurate copy to review.

During the course of the design, approval and print process of this particular mail piece there were approximately eleven (11) versions of design proofs. Unfortunately, in that process, it appears that additional graphics caused the correct disclaimer at the bottom to be pushed off the piece. This typographical error was overlooked by the campaign in the final proofing and approval process.

It is important to note that in the address block of the mail piece, the Committee's full name and official address appears in black print of readable font size and on white background for visible contrast. The typographical error on this mail piece excluded the words, "Paid for by" and in this case was missing the "box/outline." The committee name and address and correct disclaimer information appear on all other mail pieces sent by the campaign.

This error was certainly unintentional. The Committee and I never had any intention of deceiving the voters or public, or avoiding disclosure of who paid for the mailer. We apologize that this error happened and will be examining our process of print review and approval. I think you will find that the intention to comply with FEC law and disclose is demonstrated by the campaign committee's full name and official address appearing in black print of readable font size and on white background for visible contrast.

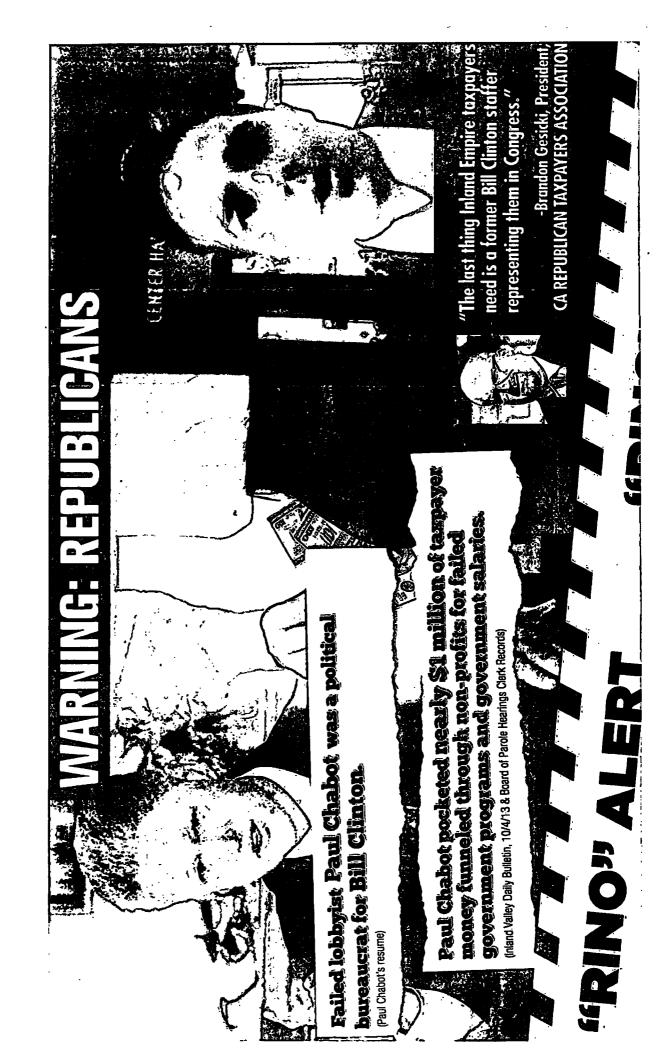
Please do not hesitate to contact me with any further questions.

Sincerely

Jen Slater Treasurer

Lesli Gooch for Congress Committee

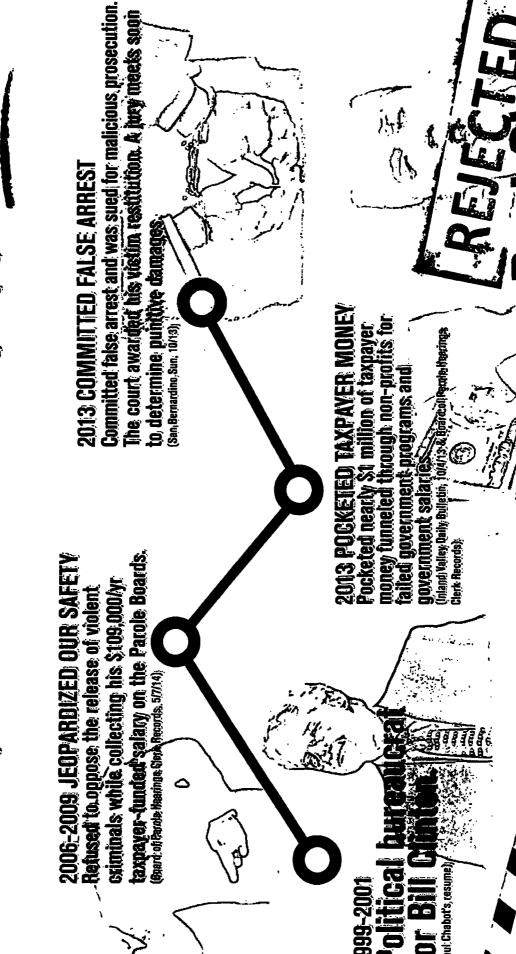




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BY REPUBLICAN VOTERS₂₀₁₀ By Republican Party₂₀₁₄

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